



ACTION ITEM REPORT

Item Title: Consideration and ACTION to approve the Community Development Corporations action to fund a Marketing Design-Mapping Program with Flyer View Group, LLC.

Recommendation:

The CDC Board approved this on Monday February 2 at their meeting.

This is another tool Jeffrey would like to implement and utilize. In the past we have utilized available data, put things together ourselves and had similar items printed. This company will take existing information and make it professional looking so we have something to give to prospective businesses. We can also have it updated easily instead of trying to recreate the documents each time. We can utilize the same information to be a link on our web site. Jeffrey can also utilize this to keep in contact with prospects from time to time by sending them a link.

The first year it will be \$9,995 with the following years dropping to just \$4,995 since the basic package and design is already set up.

I recommend approval.